

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 046-2005



To: Mayor David Dermer and
Members of the City Commission

Date: February 16, 2005

From: Jorge M. Gonzalez
City Manager

A handwritten signature of Jorge M. Gonzalez.

Subject: **EXCELLENCE MIAMI BEACH**

The purpose of this Letter to the Commission is to share with you the attached memo that was distributed to all City of Miami Beach employees regarding our *Excellence Miami Beach* initiative. This initiative is part of our ongoing performance improvement efforts.

At a recent leadership retreat with all City Department Directors and my Executive Staff, we agreed that the City's mission, values, and vision, and how they relate to our goals and strategic plan for this year and the next several years, are the areas that all employees need to focus on in order to ensure continued success with the delivery of services the City provides. I have asked each Department Director to work with their staffs in ensuring that all employees understand the importance of this initiative and the critical role all employees play in carrying out the City's mission and delivering excellent customer service.

If you have any questions about the *Excellence Miami Beach* initiative or need any additional information, please feel free to contact me.

Attachment

JMG/vr

F:/cmgr/all/LTC05/ Excellence Miami Beach

RECEIVED
05 FEB 17 AM 10:23
CITY CLERK'S OFFICE

CITY OF MIAMI BEACH
Office of the City Manager



To: All City of Miami Beach Employees

Date: February 10, 2005

From: Jorge M. Gonzalez, City Manager

A handwritten signature in black ink, appearing to be "Jorge", written over the "From:" line.

Subject: **EXCELLENCE MIAMI BEACH**

I recently met with all City Department Directors and Assistant City Managers to check-in on the progress the City made during the past year and to talk about our plans for this next year and the future.

As a result of our work together, I asked each Department Director to share with each of you our **Excellence Miami Beach** initiative which includes the following:

1. City's Mission
2. Service Excellence / Providing Excellent Customer Service
3. We are ONE Team / ONE City

If your Department Director has not shared the details with you, please make sure to ask about them.

1. City's Mission

"We are committed to providing excellent public service and safety to all who live, work, and play in our vibrant, tropical, historic community."

Our mission captures what we are all about - **each and every one of us**, from the City Manager, to all Department Directors, to all frontline staff, **play a role in providing excellent service.**

2. Service Excellence / Providing Excellent Customer Service

The **City's Values** are:

- We maintain the City of Miami Beach as a world-class City;
- We work as a cooperative team of well-trained professionals;
- We serve the public with dignity and respect;
- We conduct the business of the City with honesty, integrity and dedication;
- We are ambassadors of good will to our residents, visitors and businesses.

(over)

Inherent in these values is **providing excellent customer service**, what we are calling **"service excellence."**

On January 24, we kicked-off our service excellence campaign which includes our enhanced customer service standards. These standards are now posted in all City Departments and a special training on using these standards will soon start for all employees.

3. We are ONE Team / ONE City

The City of Miami Beach is ONE organization. We all have a shared ownership in our success. As a team, we need to focus on the **City's Vision** to ensure that the City of Miami Beach will be:

- Cleaner and Safer;
- More Beautiful and Vibrant;
- A Mature, Stable Residential Community with Well-improved Infrastructure;
- A Unique Urban and Historic Environment;
- A Cultural Entertainment, Tourism Capital; and
- An International Center for Innovation in Culture, Recreation and Business.

Again, if you have any questions about the ***Excellence Miami Beach*** initiative or need any additional information, please speak to your Department Director.

Thank you for all the great work you do everyday to make the City of Miami Beach a better place and keep up the great work!

Our Mission:

"We are committed to providing excellent public service and safety to all who live, work, and play in our vibrant, tropical, historic community."